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## Internet Home Business - Google Adsense

Saturday, May 22nd, 2010 at 6:08 pm

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### Internet Home Business - Google Adsense

You can start an internet home business and make money on the internet in bunch of different ways. You just need to find the one that appeal to you. One excellent way, which has offered an opportunity to make money on the internet for years now, is

#### Google Adsense affiliate program

You do not have to surf around very long to find Google ads on somebody's website. As a matter of fact it seems like the market is flooded. This brings up a very good question of whether Google Adsense still offers a good internet home business opportunity today. Let's address that question briefly in this article.

1.

Promoting Google Adsense only requires someone click the ad and you get a commission. These types of programs are the easiest way to make money online because they do not require much effort from your visitors.

Most of the affiliate programs on the internet require people to fill out some form, or they have to use their credit card to make a purchase. That is why Google Adsense is a great way to earn income online.

2.

Google is by far the most popular search engine in the world which makes its pay per click program the best one there is. Actually it is absolutely possible to make it even a full-time income if you are determined to do so.

This can be done because of the huge amount of visitors that Google gets and the amount of people who are trying to find those visitors using Google advertising.

3.

Google offers excellent integration tools to make it possible for you to quickly put ads on your website or blog. Google owns Blogger.com and you can place ads on your own blog doing nothing more than dragging them in into place.

4.

You can choose to focus your internet business on one particular niche. Or you can

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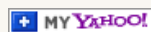
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## The New Google AdWords Keyword Selection Tool

Tuesday, December 8th, 2009 at 8:30 pm

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### What is Google AdWords Keyword Selection Tool

If you're like everyone else you'll be excited about Google's announcement of a new keyword selection tool for AdWords. But, is the new tool any good?

#### • Where To Find The New Keyword Selection Tool

For once, everybody can trial Google's new keyword tool rather than just a select few. To take part in the trial, log into your AdWords account and click on the "Opportunities" tab.

Scroll down the left side of your browser and find the "Tools" box. Within the box click on the "Keyword Tool" link to show the existing keyword selection tool. At the top of the page will be a link inviting you to "take a look at the new keyword tool". Click on this link to start your trial.

#### • What's New In The New Google AdWords Keyword Selection Tool?

The first change you're likely to notice is the "categories" tree.

This tree lists major niches like "finance", "home & kitchenware" and "food". Clicking on the "+" symbol to the left of a category shows sub-niches within the main niche.

Select the niche that describes your business and Google will reveal a long list of keywords to choose from and use in your AdWords campaign.

With your keyword suggestions, you get the familiar information we're all used to like competition levels, estimated costs, local & global search volumes.

New features include a trend graph that shows a keywords popularity over time. You can now tell if your keywords popularity is long term, seasonal or just a flash in the pan.

If you feel the need for more information about your keywords, additional columns can be added to the standard layout to reveal even more statistics. These include estimates on a keywords click-through-rate, ad position, impressions and cost. These should all be very familiar stats to regular users of Google's Traffic Estimator tool.

#### • Advanced Options

Not quite as obvious, but definitely as useful as the "categories" feature is the "Advanced Options" link. Clicking on this link reveals constraints you can place on your keyword statistics to get an even more realistic view of the performance you can expect from them.

One very useful feature is that you can now restrict your results by geographical location and language. You can also investigate the effect that different 'max cpc' and 'daily budget' limits will have on your keywords performance.

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Another very interesting new feature is the ability to filter your results based on criteria that you define. For example, you could have the tool show you those keywords that obtain a top 3 position for your budget constraints or just show keywords that have more than 1000 impressions in a month.

- **Is This Tool More Complicated Than It Needs To Be?**

The new AdWords Keyword Selection Tool certainly provides AdWords advertisers with a very comprehensive view of how your keywords might perform. And I'm sure the seasoned AdWords expert will get hours of enjoyment looking at potential keywords for their campaign from every angle imaginable.

However, for those that are very new to AdWords, this tool is going to seem very complicated and the results it provides will be hard to fully understand. Many new advertisers are going to be tempted to select an even bigger list of keyword suggestions and add them to their campaign without really doing any proper research on their value.

If you're thinking that this is going to be good news for Google's bank balance, then you're probably right. They'll probably make lots of extra cash from all the additional keywords these types of advertisers will select. But, maybe not so good for the advertiser who may not see a corresponding rise in sales.

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Adrian Key is editor of the AdWords Adviser, a blog dedicated to making AdWords more profitable for you. Tell us what you think, by visiting the AdWords Adviser blog and discover more resources, ideas and tips to improve your AdWords campaign at:  
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